



National Drug & Alcohol Facts WeekSM 2016

Tools for Success

**Note name and logo update*



Content

- Traditional Media 101
- Using Social Media



Traditional Media 101



Media 101: Introduction

Today's media landscape is more varied than ever—providing multiple options to tell your story and build awareness about your ***National Drug & Alcohol Facts WeekSM*** (NDAFW) event.

Take advantage by targeting a variety of local outlets to publicize your event—including broadcast (television and radio), print (magazine, daily newspaper, community paper) and online (Patch.com, local news site).

Effectively reaching the media to tell your NDAFW event's story will center on a few key strategies:

- Create a targeted media list
- Create and send a compelling, concise “pitch”
- Develop a plan to manage onsite media at your event
- Follow up with media with additional resources directly after your event



Media 101: Create Your Media List

Develop a list of all media outlets who should receive information about your NDAFW event. In addition to contact information, the list should detail the topic each contact covers.

- Be sure your list includes local TV stations, radio stations, and newspapers, including college and high school papers.
- Each station and newspaper has reporters who cover different kinds of news. Think about which ones might be most interested in your event.
- For newspapers, start with the metro or local reporters. You could also contact health, youth, education, and lifestyle reporters. Look for the names of reporters in those sections, or call the newspaper to get their names. Ask for the metro or local news desk.
- For TV and radio stations, contact producers who schedule guest experts for on-air interviews – often called “bookers”.
- Consider including influential bloggers that cover issues related to health, youth, or drug and alcohol abuse.



Media 101: Create Your Pitch

To reach the media with your story idea, it's important to create a compelling and concise pitch to send to journalists, broadcasters, editors, etc., at a variety of outlets explaining why they should cover your event. View the NDAFW Online Toolkit for sample press materials you can tailor for your event (Link:

<http://teens.drugabuse.gov/national-drug-facts-week/promote-events>).

The pitch should answer the 5 Ws and H: Who, What, When, Where, Why, and How.

1. Who is involved?
2. What is happening?
3. When is it happening?
4. Where is it happening?
5. Why is this important?
6. How is it happening?



Media 101: Create Your Pitch

Every journalist looks for why the event is important to them and their readers. Here are a couple of unique elements of NDAFW events to highlight in your pitch (tailor to your local event):

- Highlight how the event serves a need in the community
- Tie to recent news (local issues with teens and drugs or alcohol, Monitoring the Future survey results:
<https://www.drugabuse.gov/news-events/news-releases/2014/12/teen-prescription-opioid-abuse-cigarette-alcohol-use-trends-down>)
- List VIPs/important participating community leaders
 - Mayor, local councilmen – the “movers and shakers”
 - Community relations department of the VIPs/community leaders
- Emphasize that a large number of kids/teens are participating
- Highlight photo opportunities/visually appealing images at your event



Media 101: Create Your Pitch

Journalists receive hundreds of emails a day – make yours stand out with a catchy (but relevant) subject line:

- “Springfield’s Entire School District Participates in ***National Drug & Alcohol Facts Week*** SM”
- “Springfield Mayor to Attend District-Wide Drug Prevention Event, Tues. Jan. 26”

KISS ... **Keep It Simple and Snappy** – an effective pitch is concise and to the point:

- “Elevator Pitch” ...if you had 60 seconds, what would you say
- 5 Ws and H
- 2-3 short paragraphs
- Mention the **National Institute on Drug Abuse** or the **National Institute on Alcohol Abuse and Alcoholism** and hyperlink in the pitch (<http://www.drugabuse.gov> or <http://www.niaaa.nih.gov>)



Media 101: Send Your Pitch

Once you've created your pitch, send it out to relevant media.

- Email, Email, Email
 - Personalize email to each contact/outlet (mention a previous article/blog connected to your story if possible)
- Phone call is fine, but timing for broadcast TV & radio shows is crucial
 - Producers are often unavailable right before a TV/radio segment airs; plan ahead and look up the time of the TV/radio segment and call at least a few hours in advance
 - If the producer is not available, ask for the “Assignment Desk”
- Timing is Everything
 - Community newspapers: contact 1-2 weeks prior to event
 - Daily newspapers: contact 1-2 weeks prior to event
 - Radio: contact 1-2 weeks prior to event
 - Online: contact 1-2 weeks prior to event
 - Television: contact 7 days prior to event



Media 101: Media at Your Event

Develop a plan to coordinate with media who have expressed interest in, or confirmed their attendance at, your event.

- Designate a media point of contact at your organization
 - Send your point of contact's phone number to reporter/producers
- Distribute press materials and share with relevant parties:
(<http://teens.drugabuse.gov/national-drug-facts-week/promote-events>)
- Designate parking for media/access into the building
- Prepare a sign-in sheet for media to obtain their contact information for event follow-up
- Identify spokespeople prior to event day (make sure they are comfortable talking to media)
 - At the event, greet the media and direct them to speak with your spokespeople for quotes/ additional event background for their story
 - Make sure to get written permission from parents to speak with and take photographs/ videos of their child(ren)
 - Give journalists printed information on **National Drug & Alcohol Facts Week**SM
(<http://teens.drugabuse.gov/national-drug-facts-week/learn-about-national-drug-alcohol-facts-week>)



Media 101: Media After Your Event

- Prepare to send out a quick summary (5Ws and H) immediately after event to all media contacts who expressed interest or attended your event
 - Do not wait more than 24 hours
 - Summary should be sent out as an individual, personalized email to each media attendee
- Include low-resolution event photographs (high-res photos can clog up inboxes)
- Offer additional high-resolution photographs or a spokesperson at the journalist's convenience



Using Social Media



Social Media: Introduction

Social media is a powerful tool for promoting your event and enhancing any traditional media efforts both online and through mobile devices. Sharing messages/images on social media that are optimized for mobile devices is one way to better reach teens, who are particularly active mobile users. It is also important to note how different platforms can best serve your needs.

- During NDAFW, NIDA's primary social media tools for promotion will be Twitter (www.twitter.com/NIDAnews) and Facebook (www.facebook.com/NIDANIH).
- These platforms are used by millions of individuals, organizations, and businesses to share information, commentary, descriptions of events, and highlight online and social media content.
- Twitter's short, easy-to-read public messages make it a powerful, **real-time** way of communicating your event updates and activities.
- Facebook's more flexible platform allows you to share more in-depth content, which makes it an ideal place for **starting conversations** about your event.

Social Media: Introduction

Here is an overview of some of the key differences between Twitter and Facebook.

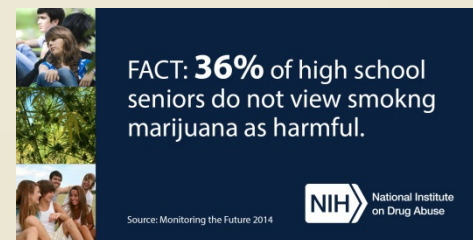
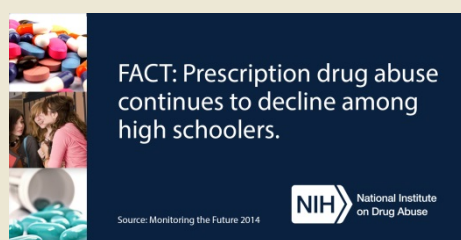
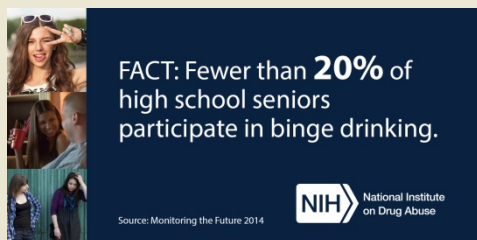
Twitter	Facebook
<ul style="list-style-type: none">• Time sensitive• Higher frequency of posts, depending on real-time events• Optimal for driving website traffic	<ul style="list-style-type: none">• Not as time sensitive• Lower frequency of posts• Optimal for starting a conversation



Social Media: Pre-Event Planning

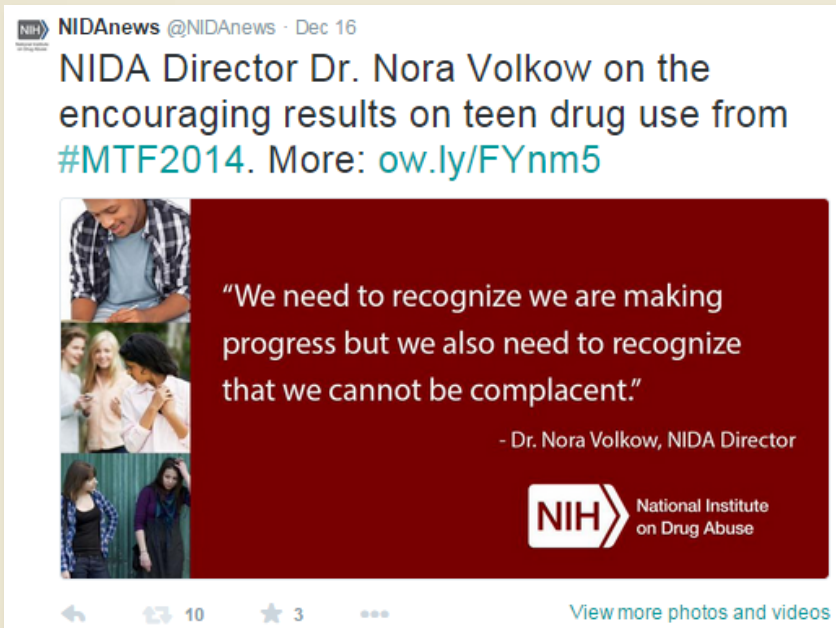
While planning your event, it is important to prepare as much social media content as you can in advance.

- Create a schedule for your social media channels that outlines the topics and activities you would like to post about before, during, and after the event.
- If possible, prepare photos, relevant graphics, links to resources, or quotes you can share across your social media platforms in advance. Social media posts with images have been shown to receive 94% more page visits and engagements, compared to posts without images.¹
- If possible, make your creative assets as easy to share as possible for mobile users (e.g., add social media share buttons, use link shorteners, etc.) Note: this is the best way to encourage potential event participants to share your posts.



Social Media: Pre-Event Planning Example

- Prior to the release of the Monitoring the Future 2014 results, NIDA prepared a graphic template to use as a tool to visually enhance its posts for events happening throughout the day.





Social Media: Pre-Event Promotion

- Before your event, you should share posts on your social channels that promote your event. When someone does promote your event, be sure to engage with them.

 **National Institute on Drug Abuse (NIDA)**
December 30, 2014 at 1:56pm · 🌐

Registration is now open for Drug Facts Chat Day. The 2015 Drug IQ Challenge preview is also available: <http://1.usa.gov/1B2frKT>





Registration open for Drug Facts Chat Day; 2015 Drug IQ Challenge preview available | National...

Schools can now register for Drug Facts Chat Day, NIDA's annual Web chat that connects NIH scientists with teens around the country, at <http://drugfactsweek.drugabuse.gov>

DRUGABUSE.GOV

Like · Comment · Share · 🍷 61 💬 1 ➦ 47

 **Youth Connections** @YouthConx · Jan 9
Teens: Do you have questions about drug abuse? Get answers from @NIDANews scientists during #DrugFacts Chat Day: 1.usa.gov/1AC2eZa

 **NIDANews** ✓
@NIDANews

⚙️ Following

@YouthConx Thanks for promoting Nat'l #DrugFacts Week! Be sure to register your event here: ow.ly/H5iuL



Social Media: Pre-Event Promotion

- If people will be tweeting from your event, create a unique hashtag for people to follow your event updates. Encourage your followers to use it in their posts as well.

Sample Tweet: “Remember to use our hashtag #NDAFW in your tweets and to follow our Nat’l Drug & Alcohol Facts Week updates”

- Ask followers to help promote your event or spread your messages by retweeting your tweet:

Sample Tweet: “PLEASE RT: Kick off Nat’l Drug & Alcohol Facts Week with this awesome [picture, video, website][include appropriate link to highlighted item] #NDAFW @NIDAnews @NIAAAnews”

- Help build awareness of **National Drug & Alcohol Facts WeekSM** by incorporating the NIDA and NIAAA handles in tweets about **National Drug & Alcohol Facts WeekSM**. Follow [@NIDAnews](#) and [@NIAAAnews](#). Use our hashtag [#NDAFW](#).

Sample Tweet: “As part of Nat’l Drug & Alcohol Facts Week, we are collaborating w/ @NIDAnews & @NIAAAnews [event details here] this week! #NDAFW [include link or image]”

Social Media: Pre-Event Promotion

For your event, consider who you want to know more, and who can help promote your content.

- Send an email that provides sample social media content to partners and other relevant organizations, which they can share to increase promotion of your event.
- Create targeted content to tag organizations, businesses, or individuals you want to participate in or promote your event.



- In some cases, you may be looking for a specific reporter or outlet to cover your event. If you are having trouble contacting them through phone or email, try tweeting at them or sending them a direct message.

Social Media: Real-Time Promotion

Share what's happening at your event!

- Share photos, including those you have prepared in advance or real-time photos that come directly from your event.
- Encourage your followers and event participants to share their content as well.
- Remember that Twitter is a great platform for real-time content. Tweet frequently to give as close to real-time updates as possible.



Sample Tweet: "Tweet your photos at us, @NIDAnews and @NIAAAnews if you participated in our Nat'l Drug & Alcohol Facts Week event! #NDAFW"

Social Media: Real-Time Promotion Example

- NIDA was able to tweet a photo from Director Dr. Nora Volkow's TEDMED speech, which was a great asset to share on social media in real time.





Social Media: Post-Event Promotion

When your event is over, you still want to continue to promote your most important content. This may be a photo with the greatest engagement (likes, shares, RTs, favorites, etc.) or new information from your event.

- When possible, answer questions and respond to comments you receive. However, do keep in mind you do not have to engage with everyone.
- Create a Storify (<https://storify.com/>). This is a free tool that captures a summary of your event. You can pull content from different social media channels using a hashtag or other search terms.

Example: NIDA's Storify of Monitoring the Future Twitter Chat 2014


<https://storify.com/NIDAnews/nida-hosts-twitter-chat-on-monitoring-the-future-2>

Social Media: Post-Event Promotion Example

- NIDA posted this summary of results from Monitoring the Future several days after its release to continue the dialogue.

NIH National Institute on Drug Abuse (NIDA)
December 22, 2014 at 1:15pm · Edited [?] ·

For a complete look at the Monitoring the Future 2014 data, check out.
<http://1.usa.gov/IV5rfv>



Monitoring the Future is an annual survey of 8th, 10th, and 12th-graders conducted by researchers at the University of Michigan, Ann Arbor, under a grant from the National Institute on Drug Abuse, part of the National Institutes of Health. Since 1975, the survey has measured drug, alcohol, and cigarette use and related attitudes in 12th-graders nationwide. Eighth and 10th graders were added to the survey in 1991.

Overall, 41,551 students from 377 public and private schools participated in the 2014 survey.

NIH National Institute on Drug Abuse
The National Institute on Drug Abuse is a component of the National Institutes of Health, U.S. Department of Health and Human Services. NIDA supports most of the world's research on the health aspects of drug abuse and addiction. Fact sheets on the health effects of drugs of abuse and information on NIDA research and other activities can be found at www.drugabuse.gov.



Other Helpful Tips: Twitter

- Keep your tweets intriguing—ask a question, provide a new fact, offer an interesting link. If your content is relevant, people who are not following you will start to follow you and followers will click on links, driving traffic to your website.
- Tweets that include a link are retweeted more often than those without a link.
- See what other organizations are doing on Twitter (even competitors).
- Use Twitter search engines for keyword searches around campaigns, research and relevant information, and topics of interest.
- Retweet content that would be useful to your followers, including informative and relevant articles, or content related to your area of expertise and/or your organization.
- Build a relationship with your followers and other partners by retweeting their posts.



Other Ways to Get Involved

Become a Fan of our Facebook page (www.facebook.com/NIDANIH) – Get updates on statistics, trivia, and images, and the 2016 **National Drug & Alcohol Facts WeekSM**.

Let us share your imagery on our website and Flickr pages– Be sure to take pictures and video at your events! Send digital files (no PDFs) to nidamultimedia@mail.nih.gov

Join our LinkedIn Group

(<https://www.linkedin.com/groups/Drug-Alcohol-Use-Prevention-Network-8354318/about>) – Ask questions about NDAFW and share your best practices for coordinating an event.

Promote the 2016 National Drug & Alcohol IQ Challenge – Share the 2016 IQ Challenge when it goes live January 25, 2016. (Link: drugabuse.gov/quiz/national-drug-facts-week/take-iq-challenge/2016)

Promote Drugs and Alcohol Chat Day – If you are a registered school or partner, promote the event on January 26, 2016 by sharing your content.

<http://teens.drugabuse.gov/national-drug-facts-week/chat-with-scientists>

Use our toolkit to promote your event with widgets, flyers, and more:

<http://teens.drugabuse.gov/national-drug-facts-week/promote-events>

Use our hashtag, #NDAFW, when sharing information about your **National Drug & Alcohol Facts WeekSM** event, or related activities in your community. If you need to abbreviate NDAFW in your posts, do the following: Nat'l Drug & Alcohol Facts Week.



Good Luck!

We look forward to seeing media coverage of your event and your *National Drug & Alcohol Facts Week*SM (#NDAFW) posts on social media!

For additional resources: <http://teens.drugabuse.gov/national-drug-facts-week/promote-events>

For additional questions, contact drugfacts@nida.nih.gov.